

Code: 14E00317

MBA III Semester Supplementary Examinations May 2018
ADVERTISING & SALES PROMOTION MANAGEMENT
(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

PART – A

(Answer the following: (05 X 10 = 50 Marks))

- 1 Define the term advertising. Explain emerging trends in advertising.
- OR**
- 2 Discuss the changing scenario of advertising in the age of information technology.
- 3 What do you think about the critical factors in the success of an advertising agency? Explain.
- OR**
- 4 Describe in detail the meaning and importance of a creative strategy in advertising. Give examples.
- 5 How is the effectiveness of advertisement evaluated? What is being evaluated at each stage?
- OR**
- 6 What is DAGMAR? How is it useful in establishing objectives?
- 7 List and explain the use of various consumer promotion tools in sales promotion.
- OR**
- 8 (a) Explain the principles that drive the use of sales promotion.
(b) Explain the measurement of impact of sales promotion.
- 9 What is the role of a public relations officer in a company? Describe the methods of publicity.
- OR**
- 10 Explain the role of personal selling strategies in sales promotion.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**
XYZ Pvt. Ltd., is a company that produces electronic products and has an established market pressure and high revenue turnover. The company is a vertically integrated company with its own manufacturing units and retail outlets. The management of the company decided to enter into medical equipment manufacturing and sales. Since the health care sector is gaining momentum in the recent years and number of private hospitals are rising day by day. The management decided to supply customized operation theatre products to the emerging hospitals. The company decided to organize a surgeons' conference as part of its brand development campaign.
Questions:
 - (a) Discuss the communication strategies required for such new product line.
 - (b) Evaluate the success rate of a conference as a communication mechanism.
